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MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Sept. 9, 2009

MEDIA CONTACTS

Paula Freund
Public Information Officer
Indy Parks & Recreation
E-mail: pfreund@indy.gov
Office: (317) 327-7035
Cell: (317) 442-7578

Abby Trexler
Public Relations Manager
Brightpoint, Inc.
Email: abby.trexler@brightpoint.com
Office: (317) 707-2276
Cell: (317) 519-7429

MAYOR TO ATTEND BRIGHTPOINT WEEK OF CARING CELEBRATION

Wireless Distribution and Logistics Firm Refurbished Watkins Park Family Center, Grounds

INDIANAPOLIS – On Thursday, Sept. 10, 2009, Mayor Greg Ballard will join employees of Indianapolis-based Brightpoint, Inc. and Indy Parks & Recreation at an open house and unveiling as they celebrate the week of volunteer service at Watkins Park resulting in more than \$100,000 in improvements and upgrades to the Family Center and grounds.

Mayor Ballard will highlight the value of corporate partnerships and detail Brightpoint's continued commitment to Indy Parks after more than 125 Brightpoint employees volunteered about 1,200 hours to renovate Watkins Park. Brightpoint executives and Indy Parks staff will describe the public-private relationship cultivated during the Week of Caring.

At Watkins Park during the week of Aug. 24, 2009, Brightpoint employees created a computer lab complete with five computers and monitors and a fitness center with exercise equipment, a 42" HDTV and stereo receiver and speakers; repaired ceiling tiles and painted walls in several rooms; installed new lights and made repairs to the indoor basketball court and other features of the gymnasium; installed new appliances in the kitchen; cleaned carpets, replaced floor mats and cleaned, coated and buffed floors; refurbished the softball fields and repaved the outdoor basketball and tennis courts. Additionally, crews mulched, trimmed and planted vegetation outdoors.

In-kind partners on the project include JD Turf, Samsung, Office Max, and Outside Services, Inc. Other companies who contributed to Week of Caring include Accell Construction, Gaylor Electric, MacAllister Rental Equipment, MJV, Ray's Trash and Rubbermaid.

WHO: MAYOR GREG BALLARD, BRIGHTPOINT AMERICAS PRESIDENT J. MARK HOWELL, BRIGHTPOINT NORTH AMERICA RETAIL SALES VICE PRESIDENT MIKE MOORE, INDY PARKS DIRECTOR STUART LOWRY, WATKINS PARK FAMILY CENTER MANAGER BRANDON GILLARD

WHAT: BRIGHTPOINT, INC. WEEK OF CARING CELEBRATION

WHERE: WATKINS PARK
2360 DR. MARTIN LUTHER KING JR. DRIVE

WHEN: 11 A.M. THURSDAY, SEPT. 10, 2009



Indy Parks and Recreation • Public Information Office • 200 East Washington Street • Indianapolis, Indiana 46204

[317] 327-7035 • [317] 327-7097 fax • www.indyparks.org

About Brightpoint, Inc.

Brightpoint, Inc. is a global leader in the distribution of wireless devices and in providing customized logistic services to the wireless industry. In 2008, Brightpoint handled about 84 million wireless devices globally. Brightpoint's innovative services include distribution, channel development, fulfillment, product customization, e-Business solutions and other outsourced services that integrate seamlessly with its customers. Brightpoint's effective and efficient platform allows its customers to benefit from quickly deployed, flexible and cost-effective solutions. The company has about 2,700 employees in more than 25 countries. In 2008 Brightpoint generated revenue of \$4.6 billion. Brightpoint provides distribution and customized services to more than 25,000 B2B customers worldwide. Additional information about Brightpoint can be found on its Web site at www.brightpoint.com, or by calling its toll-free Information and Investor Relations line at (877) IIR-CELL (877-447-2355).

About Indy Parks & Recreation

The mission of Indy Parks & Recreation is to create fun, safe, engaging and sustainable parks that enhance the quality of life for individuals, neighborhoods and communities. Indy Parks will be a national model of excellence and destination for facilities and programs, protecting parks, greenways and open spaces and championing environmental initiatives.

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